Amendment to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claim 1 (currently amended): A computerized method of branding a software product <u>installed</u> <u>on a computer</u> comprising:

defining a plurality of groups, each of said plurality of groups including ~~assigning a~~ ~~namespace to each of~~ a plurality of resource files, said resource files each containing one or more branding resources;

assigning a namespace to each of the plurality of defined groups ~~grouping the resource~~ ~~files according to the assigned namespaces~~;

receiving a request for identifying a selected namespace, said selected namespace corresponding to one or more installed components of the software product;

executing an interface to call a <u>particular</u> group of resource files <u>from the plurality of</u> <u>groups</u> as a function of [[a]] <u>the</u> selected namespace, ~~said selected namespace corresponding to~~ ~~one or more installed components of the software product~~;

searching the called group of resource files for one or more of the branding resources to be installed in the software product; and

installing the called group of resource files containing the one or more branding resources in the software product in response to the searching.

Claim 2 (original): The method of claim 1, further comprising centrally storing the plurality of branding resources.

Claim 3 (original): The method of claim 1, wherein assigning the namespaces comprises identifying which of the branding resources contained in the resource files correspond to specific brands.

Claim 4 (original): The method of claim 1, wherein each of the resource files comprises a dynamic-link library.

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Claim 5 (original): The method of claim 4, wherein the branding resources reside in one or more of the dynamic-link libraries associated therewith, and wherein executing the interface comprises accessing the branding resources in the associated dynamic-link libraries.

Claim 6 (original): The method of claim 1, wherein at least one of the branding resources comprises an image associated with the software product.

Claim 7 (original): The method of claim 1, wherein at least one of the branding resources comprises a character string identifying the software product.

Claim 8 (original): The method of claim 1, further comprising embedding, in each of the resource files, metadata identifying the branding resources contained therein, and wherein the called group of resource files is searched for the branding resources to be installed in the software product based on the embedded metadata.

Claim 9 (original): The method of claim 1, wherein each of the resource files has a branding manifest associated therewith, and further comprising identifying the branding resources contained in each of the resource files with the associated branding manifest.

Claim 10 (original): The method of claim 9, wherein identifying the branding resources includes indicating, with the associated branding manifest, whether one or more of the branding resources contained in the resource file can be overwritten by a third party.

Claim 11 (original): The method of claim 9, wherein identifying the branding resources includes indicating, with the associated branding manifest, a resource type for each of the branding resources contained in the resource file.

Claim 12 (original): The method of claim 9, further comprising adding one or more branding resources to at least one of the resource files and updating the branding manifest associated therewith.

Claim 13 (original): The method of claim 9, wherein the branding manifest comprises an extensible markup language file.

Claim 14 (original): The method of claim 1, wherein the interface is an application programming interface.

Claim 15 (original): The method of claim 1, wherein the software product comprises a plurality of binary files organized into components, each of said components having a component manifest associated therewith for identifying the component and specifying one or more dependencies of the component, and further comprising specifying a dependency from at least one selected component to the interface for accessing the branding resources to be installed in connection with the selected component.

Claim 16 (original): The method of claim 15, wherein specifying the dependency from the selected component to the interface includes specifying the selected namespace, said selected namespace corresponding to a specific brand.

Claim 17 (original): The method of claim 16, wherein specifying the selected namespace includes specifying another namespace corresponding to a different specific brand to modify the branding of the software product.

Claim 18 (original): One or more computer-readable media have computer-executable instructions for performing the method of claim 1.

Claim 19 (currently amended): One or more computer-readable storage media comprising:

a plurality of ~~centrally stored~~ resource files, said resource files each containing one or more branding resources and being defined according to form a plurality of groups, said each defined group having a namespace assigned thereto~~, said resource files further being grouped according to the assigned namespaces~~; and

a branding engine executed on a computer for calling a particular group of resource files from the plurality of groups as a function of a selected namespace and searching the called group

of resource files for one or more of the branding resources to be installed in the software product, said selected namespace corresponding to one or more installed components of the software product, said called group of resource files containing the one or more branding resources being installed in the software product in response to the searching.

Claim 20 (previously presented): The computer-readable storage media of claim 19, wherein the assigned namespaces identify which of the branding resources contained in the resource files correspond to specific brands.

Claim 21 (previously presented): The computer-readable storage media of claim 19, wherein each of the resource files comprises a dynamic-link library.

Claim 22 (previously presented): The computer-readable storage media of claim 21, wherein the branding resources reside in one or more of the dynamic-link libraries associated therewith, and wherein the branding engine accesses the branding resources in the associated dynamic-link libraries.

Claim 23 (previously presented): The computer-readable storage media of claim 19, wherein at least one of the branding resources comprises an image associated with the software product.

Claim 24 (previously presented): The computer-readable storage media of claim 19, wherein at least one of the branding resources comprises a character string identifying the software product.

Claim 25 (previously presented): The computer-readable storage media of claim 19, wherein each of the resource files includes embedded metadata identifying the branding resources contained therein, and wherein the branding engine searches the called group of resource files for the branding resources to be installed in the software product based on the embedded metadata.

Claim 26 (previously presented): The computer-readable storage media of claim 19, wherein each of the resource files has a branding manifest associated therewith identifying the branding resources contained therein.

Claim 27 (previously presented): The computer-readable storage media of claim 26, wherein the branding manifest includes a data field for indicating whether one or more of the branding resources contained in the associated resource file can be overwritten by a third party.

Claim 28 (previously presented): The computer-readable storage media of claim 26, wherein the branding manifest includes a data field for indicating a resource type for each of the branding resources contained in the resource file.

Claim 29 (previously presented): The computer-readable storage media of claim 19, wherein the branding manifest comprises an extensible markup language file.

Claim 30 (previously presented): The computer-readable storage media of claim 29, wherein the branding engine comprises an application programming interface.

Claim 31 (currently amended): A computerized method of branding a software product installed on a computer comprising:

defining a plurality of groups, each of said plurality of groups including assigning a namespace to each of a plurality of resource files, said resource files each containing one or more branding resources;

assigning a namespace to each of the plurality of defined groups;

embedding, in each of the resource files, metadata identifying the branding resources contained therein;

receiving a request for identifying a selected namespace, said selected namespace corresponding to one or more installed components of the software product;

executing an interface to call a particular group at least one of the resource files as a function of a selected namespace, said selected namespace corresponding to one or more installed components of the software product;

searching the called group of resource file files for one or more of the branding resources to be installed in the software product based on the embedded metadata; and

installing the called group of resource file files containing the one or more branding
resources in the software product in response to the searching.

Claim 32 (original): The method of claim 31, further comprising grouping the resource files
according to the assigned namespaces, and wherein the interface calls a group of resource files as
a function of a selected namespace.

Claim 33 (original): The method of claim 31, further comprising centrally storing the plurality of
branding resources.

Claim 34 (original): The method of claim 31, wherein assigning the namespaces comprises
identifying which of the branding resources contained in the resource files correspond to specific
brands.

Claim 35 (original): The method of claim 31, wherein each of the resource files comprises a
dynamic-link library.

Claim 36 (original): The method of claim 35, wherein the branding resources reside in one or
more of the dynamic-link libraries associated therewith, and wherein executing the interface
comprises accessing the branding resources in the associated dynamic-link libraries.

Claim 37 (original): The method of claim 31, wherein at least one of the branding resources
comprises an image associated with the software product.

Claim 38 (original): The method of claim 31, wherein at least one of the branding resources
comprises a character string identifying the software product.

Claim 39 (original): The method of claim 31, further comprising indicating, with the embedded
metadata, whether one or more of the branding resources contained in the resource files can be
overwritten by a third party.

Claim 40 (original): The method of claim 39, further comprising indicating, with the embedded metadata, a resource type for each of the branding resources contained in the resource files.

Claim 41 (original): The method of claim 39, further comprising adding one or more branding resources to at least one of the resource files and updating the metadata embedded therein.

Claim 42 (original): The method of claim 39, wherein an extensible markup language file contains the embedded metadata.

Claim 43 (original): The method of claim 31, wherein the interface is an application programming interface.

Claim 44 (original): The method of claim 31, wherein the software product comprises a plurality of binary files organized into components, each of said components having a component manifest associated therewith for identifying the component and specifying one or more dependencies of the component, and further comprising specifying a dependency from at least one selected component to the interface for accessing the branding resources to be installed in connection with the selected component.

Claim 45 (original): The method of claim 44, wherein specifying the dependency from the selected component to the interface includes specifying the selected namespace, said selected namespace corresponding to a specific brand.

Claim 46 (original): The method of claim 45, wherein specifying the selected namespace includes specifying another namespace corresponding to a different specific brand to modify the branding of the software product.

Claim 47 (original): One or more computer-readable media have computer-executable instructions for performing the method of claim 31.